

Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine

Public Information Template and Style Guide

— FOR SPONSORS AND PARTNERS —

STYLE ISSUES & RULES**Use of program name**

- ☐ First time appears: “Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine”
- ☐ After first time: can use “SHIBA HelpLine”
- ☐ (NOT “SHIBA” alone)

Use of Agency Name (Insurance Commissioner’s Office)

Washington State Office of the Insurance Commissioner

- ☐ Say “**a service of** the Washington State Office of the Insurance Commissioner”
- ☐ Or “This free and confidential service is sponsored by the Washington State Office of the Insurance Commissioner.”

Use of mission statement

The mission statement, when represented as “SHIBA HelpLine Mission Statement,” must be used in its entirety:

SHIBA HelpLine is statewide network of trained volunteers who educate, assist, and advocate for consumers regarding health insurance, health care access, and prescription access, so they can make informed decisions.

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APPROVED LOGOS



TRANSLATIONS

POLICY:

- ☐ SHIBA HelpLine will perform translations of documents (after English versions have been approved) if it is agreed that the document is also needed in any particular language(s).
- ☐ We may allow the sponsor or partner to review the translated item before release.
- ☐ If the sponsor or partner provides us with an already-translated (i.e. non-English) item, the approval process will have to include approval by our translators.

CONTACT INFORMATION

The toll-free Consumer Protection Hotline is **1-800-562-6900**.

The OIC home page is www.insurance.wa.gov (SHIBA HelpLine can be reached from here)

The direct link to the SHIBA HelpLine pages is:
www.insurance.wa.gov/consumers/shiba/default.asp

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APPROVED LANGUAGE: ONE-LINERS ~ CALLS TO ACTION ~ TAGLINES

Below are several samples of “tag lines” in varying lengths. Length and content should be chosen based on the most appropriate fit for the given use.

- ☐ SHIBA HelpLine has trained volunteers ready to answer your questions and give you more information.
- ☐ SHIBA HelpLine is a free service that has trained volunteers ready to answer your questions and give you more information.
- ☐ If you need answers, call the Office of the Insurance Commissioner’s Consumer Protection Hotline at 1 (800) 562-6900. We’re ready to help!
- ☐ SHIBA HelpLine can help you understand your rights and options.
Call to get FREE help and learn more.
- ☐ Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine offers free health insurance education, assistance, and advocacy through the Insurance Commissioner’s office. Call 1 (800) 562-6900 to be referred locally. Or go to www.insurance.wa.gov.
- ☐ Publications (order or read online) and other resources are available at www.insurance.wa.gov.

OTHER INFORMATION (AS APPROPRIATE)

- ☐ Highly trained volunteers throughout the state counsel residents of all ages regarding their choices, options and problems with private health insurance, affordable prescription drugs, and many government programs (Medicare, Medicaid, Basic Health, Children’s Health Insurance Program, and the Washington State Health Insurance Pool). SHIBA HelpLine volunteers and staff are also trained to counsel people about Medigap coverage, employment-related health benefits, managed care, long-term care insurance, medical billings and fraud/abuse, and more.
- ☐ Outreach to underserved populations (such as rural, low-income, and those with disabilities or cultural/language barriers) is a priority mission.
- ☐ The volunteers are impartial and have no affiliations with any insurance company or product. They assist people by phone, in person, and through group presentations. They are mentored and closely supervised.

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APPROVED LANGUAGE: PROGRAM DESCRIPTIONS ~ BACKGROUND

Below are several samples of program/service descriptions in varying lengths. Length and content should be chosen based on the most appropriate fit for a given use.

- ❑ SHIBA HelpLine is a free, confidential, impartial counseling resource sponsored by the Washington State Office of the Insurance Commissioner. Extensively trained volunteer advisors help consumers of all ages understand their rights and options, and offer up-to-date information on private health insurance, public programs, prescription assistance, and other topics. They answer questions, make referrals, provide information on companies, help evaluate and compare policies, assist with billings and appeals, make public presentations, and more.
- ❑ Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine has a statewide toll-free hotline for all residents of Washington State. Trained volunteer counselors assist and advocate for consumers regarding health insurance, health care access, and prescription access. One-on-one and group help is offered in all Washington communities statewide, in a variety of languages, and to people of all ages.
- ❑ Expertly-trained volunteer counselors assist and advocate for consumers regarding health insurance, health care access, and prescription access. Individualized and group assistance offered in Washington communities statewide, educating on rights, options, private insurance, public programs, policies, billings, appeals and more.
- ❑ SHIBA HelpLine volunteers and staff can assist you with problems involving private health insurance as well as many government programs. Their services are provided free of charge to all Washington residents, of all ages, in hundreds of communities statewide. Last year SHIBA HelpLine served over 120,000 people, saving consumers nearly \$1 million.
- ❑ (MOST COMPLETE)
SHIBA HelpLine is a free, confidential, impartial counseling resource sponsored by the Washington State Office of the Insurance Commissioner. Extensively trained volunteer advisors assist and advocate for consumers regarding their rights and options, and offer up-to-date information on private health insurance, public programs, health care access, prescription access, and other topics. They answer questions, make referrals, provide information on companies, help evaluate and compare policies, assist with billings and appeals, make public presentations, and more. One-on-one and group help is offered free of charge, in hundreds of Washington communities statewide, in a variety of languages, and to people of all ages. Last year SHIBA HelpLine served over 120,000 people, saving consumers nearly \$1 million.

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BULLETED FEATURES

These may be listed, as needed, as features and benefits of SHIBA HelpLine.
Changes to this language, but based on this language, may be approved if appropriate.

SHIBA HelpLine is:

- Completely FREE
- Confidential—your personal information is kept safe and private
- Accessible—some operators and volunteers are bi-lingual
- Impartial/objective/unbiased—we don't sell or endorse anything

SHIBA HelpLine can help you:

- Find affordable health insurance, prescription drugs or health care for you and your family
- Learn about your rights and options
- Compare insurance plans and prices
- Understand government health programs
- Appeal a decision by your health plan
- Understand a bill from your doctor's office

SHIBA HelpLine can provide information on:

- Prescription Drug Programs
- Medicaid programs
- Children's Health Insurance Program (CHIP)
- Basic Health
- Medicare
- Private insurance
- Washington State Health Insurance Pool (WSHIP)
- Long-term care insurance
- Community Health Clinics
- more

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TEMPLATES

SECTION

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PRESS/NEWS RELEASES

Following are several template news releases.

Some releases are generic and some are topic-specific. Use the appropriate one for your needs.

USING PRESS RELEASE TEMPLATES:

- The yellow highlighted areas need to be un-highlighted and replaced with appropriate local text before using.
- The blue “label” at the top of the release, identifying what kind of release it is, needs to be removed before using.
- You can change other language if necessary to customize, but ANY new language or changes MUST be approved.
- Always use “third-person” news article language for news releases, not “first-person” flyer/announcement style. This includes headlines.
E.g. *DO* say “Local SHIBA HelpLine unit seeking volunteers”
DON’T say “We want you to volunteer”
- Sponsor/partner agency’s official letterhead MUST be used for local news releases. SHIBA HelpLine or OIC letterhead MAY NOT be used!

(Any press releases sent out under the auspices of SHIBA HelpLine or the Office of the Insurance Commissioner MUST be approved by OIC Public Affairs.)

GENERIC PRESS RELEASE LANGUAGE / FORMAT / TEMPLATE

NEWS RELEASE

CONTACT: NAME ADDRESS **PHONE:** (xxx) xxx-xxxx **E-MAIL:** add e-mail address

Press release headline here
No more than two lines

YOUR TOWN, Wash. – YOUR AGENCY, which sponsors the Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine in TOWN/COMMUNITY...
 INSERT NEWS HERE. (WHO, WHAT, WHEN, WHERE, WHY, HOW)

INSERT 2nd PARA OF NEWS/POINTS IF NEEDED

SHIBA HelpLine is a free counseling service of the Office of the Insurance Commissioner (OIC). It is a statewide network of expertly-trained volunteers who assist and advocate for consumers regarding health insurance, health care access, and prescription access. This impartial counseling resource helps consumers understand their rights and options, and educates on private insurance, government programs, and many other topics.

SHIBA HelpLine volunteers answer questions, make referrals, help evaluate and compare policies, assist with billings and appeals, and more. Individual and group help is offered in all Washington communities statewide, in a variety of languages, and to people of all ages.

INSERT 3rd PARA OF SPECIFIC NEWS/POINTS IF NEEDED, or more

As part of the OIC's Consumer Protection Division, SHIBA HelpLine is one of several resources for consumers. A call to the Consumer Protection Hotline also offers access to expert professional OIC staff who can answer questions or help resolve disputes regarding all other types of insurance—auto, life, disability, health, or homeowner/renters insurance.

Callers to the Hotline may order any of the OIC's consumer publications. Bilingual/bicultural SHIBA HelpLine volunteers throughout the state are prepared to serve consumers.

Last year, SHIBA HelpLine volunteers provided information and counseling services to over 120,000 Washington residents, saving consumers and the state nearly \$1 million.

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RECRUITING PRESS RELEASE LANGUAGE / FORMAT / TEMPLATE

NEWS RELEASE

CONTACT: NAME ADDRESS **PHONE:** (xxx) xxx-xxxx **E-MAIL:** add e-mail address

MANY VOLUNTEERS NEEDED FOR REWARDING COMMUNITY SERVICE

CITY/TOWN, WA -- A free public service, Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine, is currently seeking new volunteers in **Name of County** to help a record number of people through major changes in health care and prescription drug coverage.

Satisfying volunteer opportunities are available for people who love to help others and want rewarding ways to contribute to the local community. By giving free, informed, impartial health insurance counseling and education in their neighborhoods, SHIBA HelpLine volunteers can get people access to health care/coverage and prescription drugs.

Volunteers receive valuable training and are supported by staff and volunteer mentors. They learn how to help family, friends, and other community members understand their rights and options and make informed decisions about health care. They can work from home or at the SHIBA HelpLine office located at **<ADDRESS OF LOCAL OFFICE/SITE/SPONSOR>**.

SHIBA HelpLine is a free resource sponsored by the Washington State Office of the Insurance Commissioner. It serves people of all ages--in a variety of languages--with a statewide toll-free hotline, individual counseling, group presentations, publications, and web-based help. Its mission is health coverage answers, education, advocacy and consumer protection.

Access to health care is a major concern for Washingtonians of all ages. Cuts in public programs, increasing private insurance rates, rural isolation and language barriers make it difficult for many people to obtain health care and coverage. Additionally, dramatic changes brought on by the Medicare Modernization Act will affect about 800,000 Washington seniors and the disabled in the coming year. This makes volunteers more crucial than ever.

SHIBA HelpLine volunteers offer up-to-date information on private insurance, public programs, prescription assistance, and other topics. They answer questions, make referrals, help evaluate and compare policies, assist with billings and appeals, give presentations, and more. They can also assist other volunteers or do research. About 300 volunteers across the state are responsible for the success of SHIBA HelpLine.

SHIBA HelpLine volunteers contribute to a healthier society, help reduce socioeconomic disparity, support families, and sometimes even help save lives. They also save money for individuals and taxpayers. Last year SHIBA HelpLine served over 120,000 people, saving consumers nearly \$1 million.

Anyone interested in becoming a SHIBA HelpLine volunteer can get an official SHIBA HelpLine volunteer application by calling 1-800-562-6900 (or locally, **xxx-xxxx**) or by visiting <http://www.insurance.wa.gov/consumers/shiba/default.asp>

Volunteers must be able to assure confidentiality to clients, and cannot be affiliated with any insurance company, agency, product or service. Volunteers must also complete some training; requirements vary depending upon the chosen role. Flexible training methods are offered.

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BILINGUAL PRESS RELEASE LANGUAGE / FORMAT / TEMPLATE

NEWS RELEASE

CONTACT: NAME ADDRESS **PHONE:** (xxx) xxx-xxxx **E-MAIL:** add e-mail address

BILINGUAL VOLUNTEERS NEEDED FOR REWARDING COMMUNITY SERVICE

CITY/TOWN, WA -- A free public service, Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine, is currently seeking new Spanish/English bilingual volunteers in **Name of County** to help a record number of people through major changes in health care and prescription drug coverage.

In **Name of County**, Latino families need help finding ways to pay for health care. SHIBA HelpLine trains volunteers to educate their peers about options, in their own languages and communities, and help them navigate through a confusing system. Bilingual, culturally competent volunteer health care advisors are more crucial than ever.

Access to health care is a major concern for Washington's Latino families. In a 2002 national survey of Latinos, the Kaiser Family Foundation found that 35% of Hispanic families don't have health insurance, as compared to 14% of non-Hispanic whites. Further, a 2004 Kaiser study found that 45% of Hispanics who qualify for public health insurance programs remain uninsured.

Cuts in public programs and employer plans, increasing private insurance rates, rural isolation, immigration status problems and language barriers also create problems for Latinos. Dramatic changes brought on by the Medicare Modernization Act will affect about 800,000 Washington elders and the disabled starting this year.

SHIBA HelpLine offers satisfying volunteer opportunities for people who like to help others and want rewarding ways to contribute to their community. By giving free, informed, impartial health insurance counseling and education locally, SHIBA HelpLine volunteers help families, seniors and children get the health care/coverage and prescription drugs they need.

Volunteers receive valuable training and are supported by staff and volunteer mentors. They can work in community outreach centers or at the SHIBA HelpLine office located at **<ADDRESS OF LOCAL OFFICE/SITE/SPONSOR>** or from home. They answer questions, make referrals, help evaluate and compare options, assist with filling out forms, billings and appeals, give presentations, and more. They can also assist other volunteers, translate or do research. About 300 volunteers across the state are responsible SHIBA HelpLine's success.

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BILINGUAL VOLUNTEERS NEEDED FOR REWARDING COMMUNITY SERVICE

CITY/TOWN, WA -- A free public service, Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine, is currently seeking Native American and Alaskan Native tribal volunteers in **Name of County** to help a record number of people through major changes in health care and prescription drug coverage.

In **Name of County**, Native elders, families and children need help finding ways to pay for health care. SHIBA HelpLine trains volunteers to educate their peers about options and navigate a confusing system. Culturally competent volunteer health care advisors are more crucial than ever.

Access to health care is a major concern for Washington's Native families. A 2003 Kaiser Family Foundation finds that the infant mortality rate, considered a sensitive indicator of a population's health, is over twice as high for Native Americans as it is for whites. Heart disease is the top cause of death for Native adults. Many Native Americans have no health insurance.

Dramatic changes brought on by the Medicare Modernization Act will affect about 800,000 Washington elders and the disabled starting this year.

SHIBA HelpLine offers satisfying volunteer opportunities for people who like to help others and want rewarding ways to contribute to their community or tribe. By giving free, informed, impartial health insurance counseling and education locally, SHIBA HelpLine volunteers help families, elders and children get the health care/coverage and prescription drugs they need.

Volunteers receive valuable training and are supported by staff and volunteer mentors. They can work in community outreach centers or at the SHIBA HelpLine office located at **<ADDRESS OF LOCAL OFFICE/SITE/SPONSOR>** or from home. They answer questions, make referrals, help evaluate and compare options, assist with filling out forms, billings and appeals, give presentations, and more. They can also assist other volunteers or do research. About 300 volunteers across the state are responsible SHIBA HelpLine's success.

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NEWS RELEASE

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BILINGUAL VOLUNTEERS NEEDED FOR REWARDING COMMUNITY SERVICE

CITY/TOWN, WA -- A free public service, Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine, is currently seeking volunteers in **Name of County** who speak English plus Chinese, Korean or any other Asian/Pacific Island language. We need to help a record number of people through major changes in health care and prescription drug coverage.

In **Name of County**, Asian/Pacific Island elders, families and children need help finding ways to pay for health care. SHIBA HelpLine trains volunteers to educate their peers about options and navigate a confusing system. Culturally competent volunteer health care advisors are more crucial than ever.

Access to health care is a major concern for Washington's API families. A 2003 Kaiser Family Foundation finds that cancer, cardiovascular disease, cancer and chronic lung disease are the leading causes of death for APIs. Almost 20% of APIs have no health insurance.

Dramatic changes brought on by the Medicare Modernization Act will affect about 800,000 Washington elders and the disabled starting this year.

SHIBA HelpLine offers satisfying volunteer opportunities for people who like to help others and want rewarding ways to contribute to their community or tribe. By giving free, informed, impartial health insurance counseling and education locally, SHIBA HelpLine volunteers help seniors and their adult children get the health care/coverage and prescription drugs they need.

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NEWS RELEASE

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BILINGUAL VOLUNTEERS NEEDED FOR REWARDING COMMUNITY SERVICE

CITY/TOWN, WA-- A free public service, Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine, is currently seeking African and African-American community volunteers in **Name of County** to help a record number of people through major changes in health care and prescription drug coverage.

In **Name of County**, African-American elders, individuals, families and children need help finding ways to pay for health care. SHIBA HelpLine trains volunteers to educate their peers about options, in their own languages and communities, and help them navigate through a confusing system. Culturally competent volunteer health care advisors are more crucial than ever.

Access to health care is a major concern for Washington's African and African-American families. A 2003 Kaiser Family Foundation found that infant mortality rates, considered a sensitive indicator of a population's health, are over twice as high for African-Americans as they are for whites. Heart disease mortality rates for African-American adults are almost twice as high as those for whites. And African-Americans are twice as likely not to have medical insurance as their white counterparts.

Dramatic changes brought on by the Medicare Modernization Act will affect about 800,000 Washington elders and the disabled starting this year.

SHIBA HelpLine offers satisfying volunteer opportunities for people who like to help others and want rewarding ways to contribute to their community. By giving free, informed, impartial health insurance counseling and education locally, SHIBA HelpLine volunteers help families, seniors and children get the health care/coverage and prescription drugs they need.

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VOLUNTEERS NEEDED FOR REWARDING COMMUNITY SERVICE FOR CHILDREN

CITY/TOWN, WA-- A free public service, Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine, is currently seeking volunteers in Name of County to help a record number of families with children find health care and prescription drug coverage.

In Name of County, adults caring for children need help finding ways to pay for health care. SHIBA HelpLine trains volunteers to educate the public about options and navigate a confusing system. Volunteer health care advisors are more crucial than ever.

Access to children's health care is a major concern for Washington's families. The health of rural children is influenced by many factors, according to a recent report by the Department of Public Health. Poverty, lack of access to transportation, and inadequate supply of pediatric providers are leading factors. Over 100,000 children and teens in our state don't have health insurance, according to the Health Improvement Partnership of Washington.

SHIBA HelpLine offers satisfying volunteer opportunities for people who like to help others and want rewarding ways to contribute to their community. By giving free, informed, impartial health insurance counseling and education locally, SHIBA HelpLine volunteers help children and their families get the health care/coverage and prescription medicines they need.

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NEWS RELEASE

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VOLUNTEERS NEEDED FOR REWARDING COMMUNITY SERVICE FOR FAMILIES

CITY/TOWN, WA -- A free public service, Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine, is currently seeking volunteers in Name of County to help a record number of people through major changes in health care and prescription drug coverage.

In Name of County, families need help finding ways to pay for health care. SHIBA HelpLine trains volunteers to educate people about options and navigate a confusing system.

Access to health care is a major concern for Washington's families. Some have problems affording health care for the whole family and paying medical bills. Some delay seeking care or skip medication doses because of costs. Some rural areas have too few medical professionals to meet the need. Additionally, dramatic changes brought on by the Medicare Modernization Act will affect about 800,000 Washington seniors and the disabled in the coming year. Families need answers and this makes SHIBA volunteers more crucial than ever.

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RECRUITING PRESS RELEASE LANGUAGE / FORMAT / TEMPLATE

NEWS RELEASE

CONTACT: NAME ADDRESS **PHONE:** (xxx) xxx-xxxx **E-MAIL:** add e-mail

VOLUNTEERS NEEDED FOR REWARDING COMMUNITY SERVICE FOR SENIORS

CITY/TOWN, WA -- A free public service, Statewide Health Insurance Benefits Advisors (SHIBA) HelpLine, is currently seeking volunteers in Name of County to help a record number of people through major changes in health care and prescription drug coverage.

In Name of County, elders need help finding ways to pay for health care. SHIBA HelpLine trains volunteers to educate peers about options and navigate a confusing system.

Access to health care is a major concern for Washington's seniors. Some have problems paying medical bills, skip or cut medication doses or delay seeking care because of costs. Additionally, dramatic changes brought on by the Medicare Modernization Act will affect about 800,000 Washington seniors and the disabled in the coming year. This makes volunteers more crucial than ever.

SHIBA HelpLine offers satisfying volunteer opportunities for people who like to help others and want rewarding ways to contribute to their community. By giving free, informed, impartial health insurance counseling and education locally, SHIBA HelpLine volunteers help seniors get the health care/coverage and prescription medicines they need.

Volunteers receive valuable training and are supported by staff and volunteer mentors. They learn how to help family, friends, and other community members understand their rights and options and make informed decisions about health care. They can work in community outreach centers or at the SHIBA HelpLine office located at <ADDRESS OF LOCAL OFFICE/SITE/SPONSOR> or from home. They answer questions, make referrals, help evaluate and compare policies, assist with billings and appeals, give presentations, and more. They can also assist other volunteers or do research. About 300 volunteers across the state are responsible SHIBA HelpLine's success.

SHIBA HelpLine volunteers contribute to a healthier society and sometimes even help save lives. They also save money for individuals and taxpayers. Last year SHIBA HelpLine served over 120,000 people, saving consumers nearly \$1 million.

Volunteers must be able to assure confidentiality to clients, and cannot be affiliated with any insurance company, agency, product or service. Volunteers must also complete some training; requirements vary depending upon the chosen role. Flexible training methods are offered.

SHIBA HelpLine is a free service sponsored by the Washington State Office of the Insurance Commissioner. It serves people of all ages--in a variety of languages--with a statewide toll-free hotline, individual counseling, group presentations, publications, and web-based help. Its mission is health-care access through education and advocacy.

Anyone interested in becoming a SHIBA HelpLine volunteer can get an official SHIBA HelpLine volunteer application by calling 1-800-562-6900 (or locally, xxx-xxxx) or visiting <http://www.insurance.wa.gov/consumers/SHIBA/shibacontactingshiba/default.asp>

PSA'S LANGUAGE/TEMPLATE

General Audience

Help make a difference! Understanding and paying for health care is a challenge. People need answers. SHIBA (SHEE-ba) -- the Statewide Health Insurance Benefits Advisors HelpLine -- is seeking volunteers.

SHIBA HelpLine is a statewide network of trained volunteers who help people with health insurance and access to health care and prescription drugs. They provide free, unbiased, confidential counseling and education in many languages. They answer questions, distribute printed information, give community presentations, help with research, or assist with office work.

SHIBA Helpline is a service of the Washington State Office of the Insurance Commissioner. Contact NAME at (XXX) XXX-XXXX or add e-mail address for further information.

LATINO/HISPANIC, API MARKETS

Help make a difference! Understanding and paying for health care is a challenge. Families in our community need answers. SHIBA (SHEE-ba) -- the Statewide Health Insurance Benefits Advisors HelpLine -- is seeking bilingual volunteers.

SHIBA HelpLine is a statewide network of trained volunteers who help people with health insurance and access to health care and prescription drugs. They provide free, unbiased, confidential counseling and education in many languages. They answer questions, distribute printed information, give community presentations, help with research, or assist with office work.

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AFRICAN AMERICAN MARKET

Help make a difference! Understanding and paying for health care is a challenge. Elders and families in our community need answers. SHIBA (SHEE-ba) -- the Statewide Health Insurance Benefits Advisors HelpLine -- is seeking African and African American volunteers.

SHIBA HelpLine is a statewide network of trained volunteers who help people with health insurance and access to health care and prescription drugs. They provide free, unbiased, confidential counseling and education in many languages. They answer questions, distribute printed information, give community presentations, help with research, or assist with office work.

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NATIVE AMERICAN MARKET

Help make a difference! Understanding and paying for health care is a challenge. Elders and families in our community need answers. SHIBA (SHEE-ba) -- the Statewide Health Insurance Benefits Advisors HelpLine -- is seeking urban Indian and tribal volunteers.

SHIBA HelpLine is a statewide network of trained volunteers who help people with health insurance and access to health care and prescription drugs. They provide free, unbiased, confidential counseling and education in many languages. They answer questions, distribute printed information, give community presentations, help with research, or assist with office work.

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FOCUS ON SENIORS

Help make a difference! Understanding and paying for health care is a challenge. Seniors and their families in our community need answers. SHIBA (SHEE-ba) -- the Statewide Health Insurance Benefits Advisors HelpLine -- is seeking volunteers.

SHIBA HelpLine is a statewide network of trained volunteers who help people with health insurance and access to health care and prescription drugs. They provide free, unbiased, confidential counseling and education in many languages. They answer questions, distribute printed information, give community presentations, help with research, or assist with office work.

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FOCUS ON FAMILIES

Help make a difference! Understanding and paying for family health care is a challenge. Families in our community need answers. SHIBA (SHEE-ba) -- the Statewide Health Insurance Benefits Advisors HelpLine -- is seeking volunteers.

SHIBA HelpLine is a statewide network of trained volunteers who help people with health insurance and access to health care and prescription drugs. They provide free, unbiased, confidential counseling and education in many languages. They answer questions, distribute printed information, give community presentations, help with research, or assist with office work.

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FOCUS ON CHILDREN

Help make a difference! Understanding and paying for children's health care is a challenge. Adults caring for kids in our community need answers. SHIBA (SHEE-ba) -- the Statewide Health Insurance Benefits Advisors HelpLine -- is seeking volunteers.

SHIBA HelpLine is a statewide network of trained volunteers who help people with health insurance and access to health care and prescription drugs. They provide free, unbiased, confidential counseling and education in many languages. They answer questions, distribute printed information, give community presentations, help with research, or assist with office work.

SHIBA Helpline is a service of the Washington State Office of the Insurance Commissioner. Contact NAME at (xxx) xxx-xxxx or add e-mail address for further information.

WEB LINK REQUESTS

Please check and fill in as many as apply.

_____ a. I would like our sponsoring agency's website link at www._____.org to appear on the website _____ at www._____.org (include site/org/program NAME *and* URL)

_____ b. I would like the SHIBA HelpLine website link to appear on the website called _____ at www._____.org (include site/org/program NAME *and* URL)

When our name/URL appears on this website, it will be accompanied by the following text:

_____ c. I would like to ask the OIC to put a link to this site: www._____.org on the SHIBA HelpLine Links page.

For (a), (b) OR (c) above, please include a brief description of the site you wish to link from or to:

*Please note that some websites require reciprocal links (i.e., they will only put your/our link on their site if WE (OIC/SHIBA HelpLine, or you as a local agency) put their site's link on ours/yours. If this is the case, please note that here.

All links that go on the main OIC site require approval from OIC's Public Affairs department.

WEB LINK GUIDELINES

Any external contact placed on the SHIBA HelpLine web page or to SHIBA HelpLine from other web sites must receive prior approval.

SHIBA HelpLine cannot endorse, appear to endorse, or affiliate with any for-profit product, service or company, or those related to the sale of insurance or other coverage.

Web sites and public information must be provided by public agencies or non-profit, non-partisan organization.*

***OTHER examples of external content that would not meet the guidelines:**

- ☐ Advocacy of or opposition to any politically, environmentally, or socially controversial subjects, issues, or candidates.
- ☐ Disparaging or promoting any person or class of persons.
- ☐ External content not suitable for readers or viewers of all ages, or links to or other promotion of businesses whose products or services are not suitable for persons of all ages.
- ☐ Promoting or inciting illegal, violent, or socially undesirable conduct.
- ☐ Promotion or availability of alcohol or tobacco products.
- ☐ Promotion or availability of illegal drugs.
- ☐ Promotion or availability of adult or sexually oriented entertainment or materials.
- ☐ Promotion, opposition, or availability of weapons.
- ☐ Promotion, opposition, or availability of gambling.
- ☐ Claims of efficacy, suitability, desirability, or other non-objective statements about businesses, products, or services.
- ☐ Content that infringes on any trademark, copyright, or patent rights of another.
- ☐ Claims or representations in violation of advertising or consumer protection laws.
- ☐ Content that a reasonable citizen may not consider to maintain the dignity and decorum appropriate for government.

* This information was adapted from *External Content on Access Washington*, 6.2.3.4 *Content Guidelines* at <http://access.wa.gov/siteinfo/resources/externalcontent.aspx>.